



D. P. FITZGERALD
Area Manager - Operations
North East Sales Area
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May 21, 1998

SENT VIA E-MAIL

Lori MacWilliams

Tim Gillespie

Bob Snow

Bob Dobrowolski

Rory O'Rourke

Mark Goodman

RE: **June, 1998 Mailing-Trade Direct Marketing**

The following chains will participate in our June 23, 1998 mailing. Mailings include rollfolds and postcard announcements with and without coupons. Please communicate this information to your KAM's, AM's and any other field personnel as needed.

- Crown (PA, VA, NC, SC, GA, AL); Rollfold- two .30 pack, two .60 two pack and two \$3.00 carton coupons
- Kwik Trip/Kwik Star (MN, WI, IA); Rollfold- two .40 pack and two \$3.00 carton coupons, plus one frequent purchase card
- Mapco (TN, GA, FL, AL, KY, MS, LA, AR, TX); Rollfold- three .40 pack and three \$3.00 carton coupons
- Unimart (PA, NY MD, DE); Rollfold- six .40 pack coupons
- Tobacco Outlet Plus (IA, MN, WI); Postcard- one \$3.00 carton coupon
- QuickChek (NJ); Postcard- one .80 two pack coupon (franchise); one B2PG2F coupon (competitive)
- United Dairy Farmers (OH); Postcard- one .40 pack and one \$3.00 carton coupon
- Nice N Easy (NY); Postcard- announcement of \$19.99 carton plus tax
- Smokees (NY); Postcard- announcement of \$19.18 carton plus tax, plus free lighter coupon with carton purchase

Please call if you have any questions.

Don

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